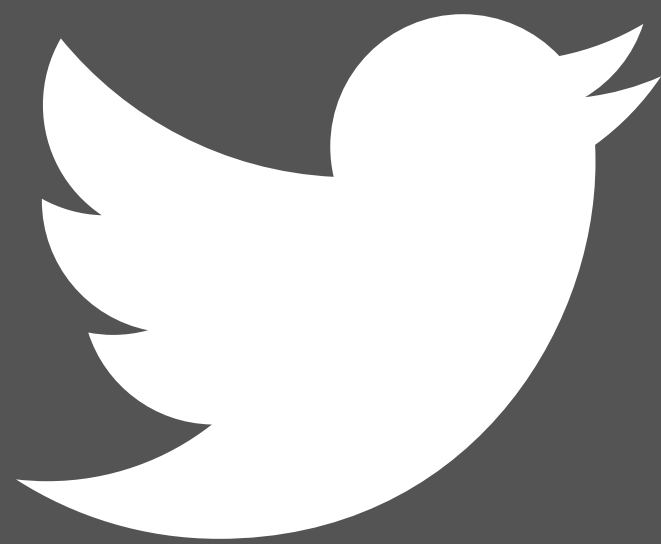# CNSA Social Media Toolkit

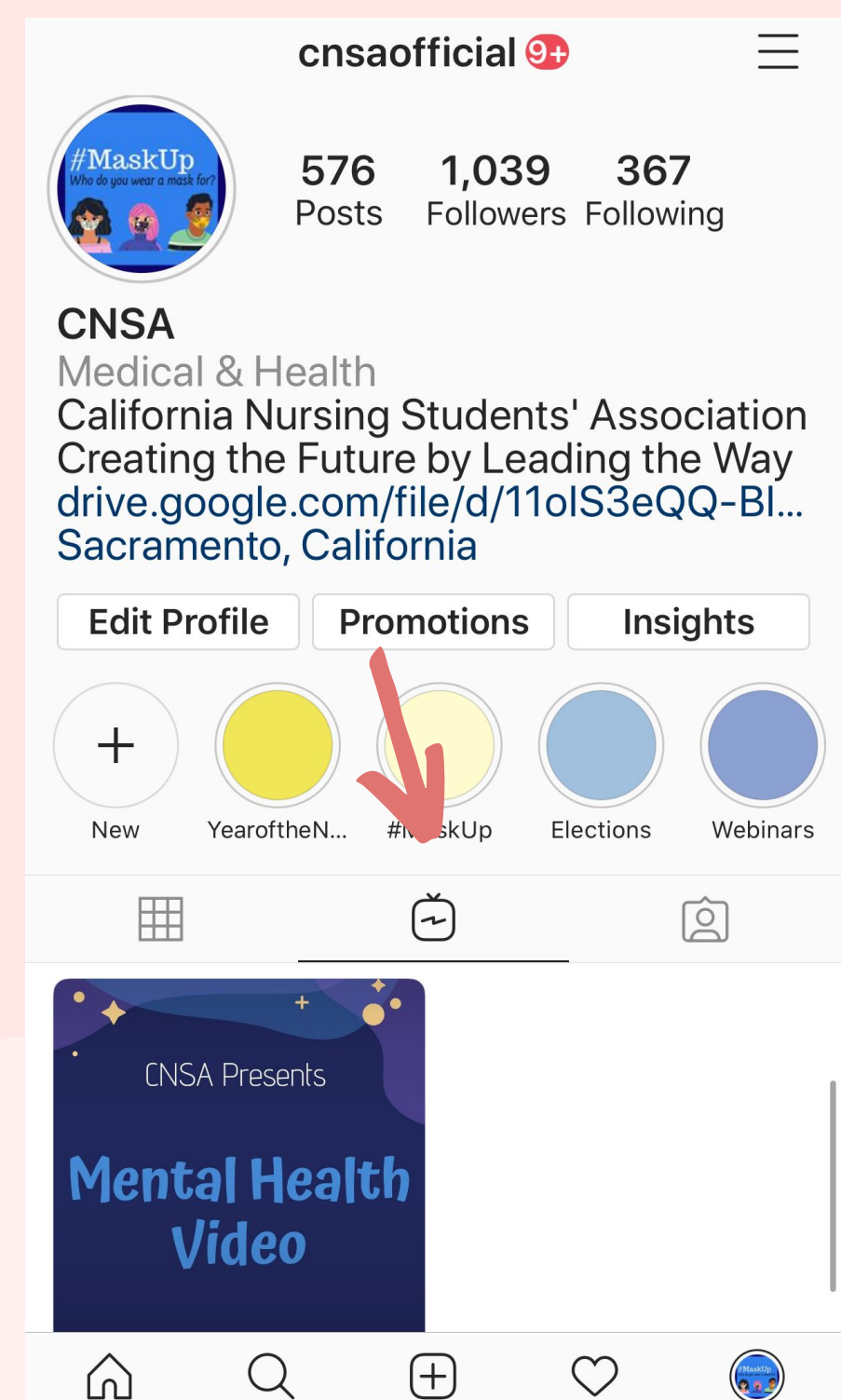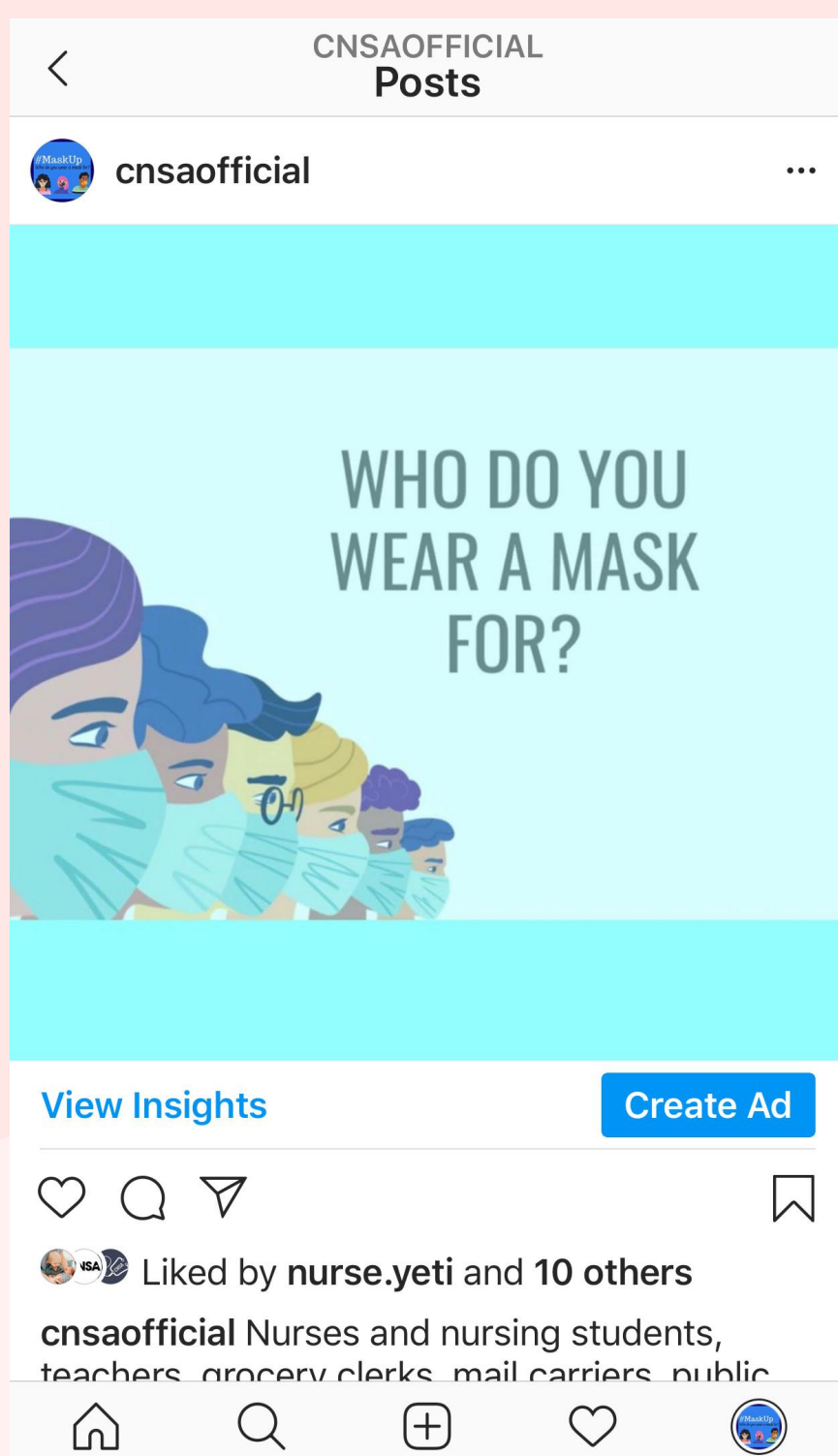## HOW TO BUILD YOUR CHAPTER'S ONLINE PRESENCE

An intro to...
SOCIAL MEDIA

- **Instagram**
  - A photo and video based platform
  - Can post content and share others' content
  - Tools:
    - Instagram story stickers: used to increase engagement with the page (ex: users submitting questions, asking questions to users)
    - Instagram story GIFs: utilize GIF stickers to draw attention to your post
    - Hashtags: use relatable hashtags to attract a wider audience
    - IGTV: this is a section of your page where you can post longer videos, unrestrained to the 15 second time limit on stories

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CNSAOFFICIAL
Posts

cnsaofficial

WHO DO YOU WEAR A MASK FOR?

View Insights   Create Ad

Liked by **nurse.yeti** and **10 others**
cnsaofficial Nurses and nursing students, teachers, grocery clerks, mail carriers, public

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Search

GIF   @MENTION   MUSIC

LOCATION   4 2 7   #HASHTAG

POLL   QUESTIONS

80°F   COUNTDOWN   DM ME

QUIZ   # CHALLENGE

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cnsaofficial 9+

576 Posts   1,039 Followers   367 Following

CNSA
Medical & Health
California Nursing Students' Association
Creating the Future by Leading the Way
drive.google.com/file/d/11olS3eQQ-Bl...
Sacramento, California

Edit Profile   Promotions   Insights

New   YearoftheN...   #MaskUp   Elections   Webinars

CNSA Presents

Mental Health Video

An intro to...
SOCIAL MEDIA

- ## Facebook
  - A text and photo/video based platform
  - Can post content or share others' content
  - Tools:
    - Facebook Groups: online communities where members and group admins can post
      - Have a "files" feature where the admin can post files accessible to anyone in the group
    - Facebook Pages: Facebook profiles that are representative of a group or individual and are run by an admin. Posts can only be created by admin, not members.

As a "Facebook Page", you can see how many people your post reached, and you can even pay to "boost" your post to reach a wider audience

Once posted, the audience can react to a post by "liking" it, commenting on it (which can be seen by everyone), or sharing it to their own page

California Nursing Stude...

Home   About   Photos   Events   Videos   Po

CNSA
CALIFORNIA NURSING STUDENTS ASSOCIATION

2020 Virtual Convention
October 2-4, 2020

Nursing Resiliency-
Conquering Change Together

👍 2

👍 Like   💬 Comment   ↪ Share

112 people reached ›   Boost Post

An intro to...

SOCIAL MEDIA

- ## Twitter

  - A text based platform that can also be used to post photos and video
  - Can interact with content using "like", "reply", "retweet", and "retweet with comment"
  - Tools:
    - Tweet "chains": keep information together and shareable through chains

You can encourage followers to turn on "post notifications" so they are notified whenever you Tweet.

Interact with posts by using the heart icon to "like", the square icon to "retweet" or the message bubble icon to "reply"

Use this button to compose a Tweet.

An intro to...

CONTENT CREATION

Canva
- An application and website that can be used to create still and moving content.
- Templates available to create perfectly sized graphics and get ideas for visually engaging content
- Free but option to upgrade to paid Premium
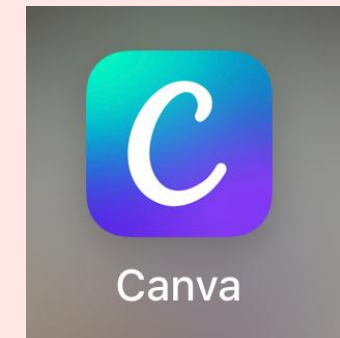
Over
- An application with templates for content creation
- Can create transparent graphics with text to add to Instagram stories
- Free with paid upgrades
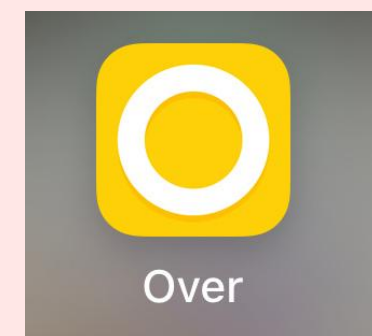
Unfold
- An application for content creating, geared towards framing posts for Instagram Stories
- Free app with in-app purchases available
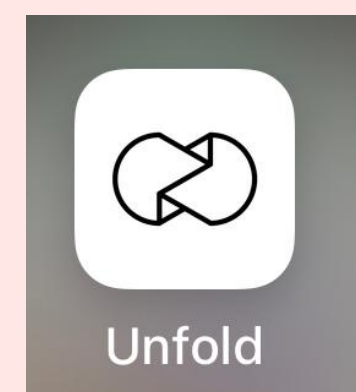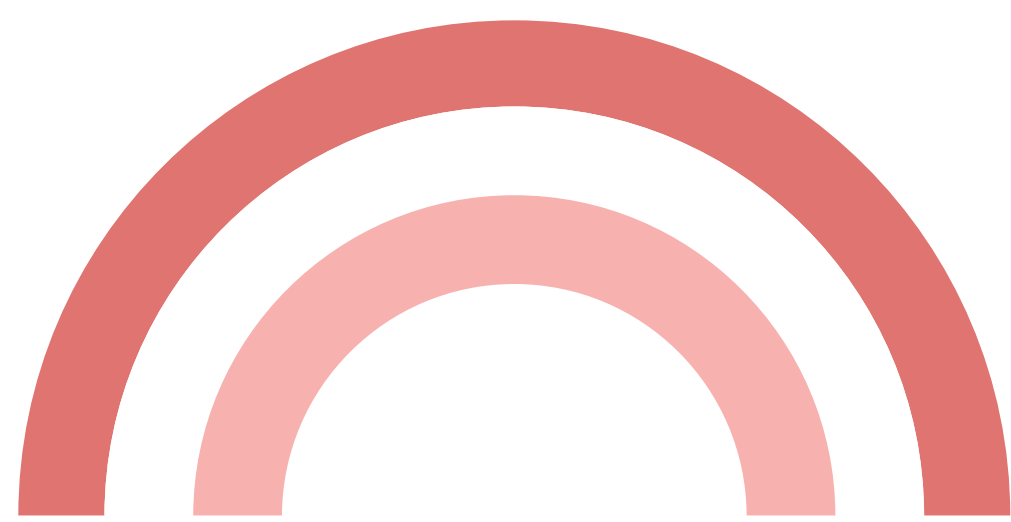
iMovie
- A video-editing app
- Free on the app store
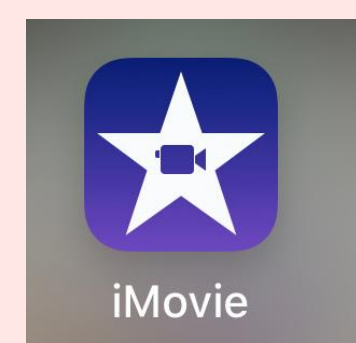
Things to consider
BEFORE YOU POST

- Keep it **professional** but **engaging**

- Be mindful of names. **Always ask permission before using someone's full name.**

- Ask someone's permission before posting a photo with them in it

- Consider having a director or committee designated to **monitor online presence** and approve posting

T.H.I.N.K
BEFORE YOU POST

Is what you are about to post...

True
Honest
Inspiring
Necessary
Kind

SO YOUR CHAPTER IS MOVING ONLINE...

Communication tips for the digital age.

Services for communication
STAY IN TOUCH

- **GroupMe**
  - A messaging application that can be used to create large group chat
  - There is a chat owner who can adjust the settings for the group, such as the privacy options, members, and chat name
  - You can turn conversations on mute, allowing you to still receive messages without getting notifications
  - All members can send messages
  - This app is free

Services for communication
STAY IN TOUCH

- **Facebook Groups**
  - With Facebook Groups, there is an admin who can control the settings of the group, but everyone can post onto the page
  - Groups has a "Files" feature where you can keep commonly used files easily accessible within the group

Services for communication
STAY IN TOUCH

- **Remind**
  - Remind is a messaging app that allows an admin to send a message to everyone on a subscriber list
  - This is not a group chat, the message is automatically sent to everyone on the receiving list
  - Members can respond to the message and the response will only go to the admin who sent it
  - This app is free

Services for communication
STAY IN TOUCH

- **MailChimp**
  - A website used to send out mass emails to a subscriber list
  - This service is free

- **Constant Contact**
  - A website used for mass email distribution and website management
  - Free trial then paid subscription

Services for communication

WEBSITE

There are a variety of services that can help you build a website. They all differ in pricing, options, and domain access, but here are some examples you can look into to find the best one for your chapter:

- **Weebly**
- **Wix**
- **GoDaddy**
- **Word Press**
- **Squarespace**

ONLINE MEETINGS

- **Zoom**

  - Group video chatting software
  - Can get up to 100 participants with the free version, and larger groups with paid options
  - Can view up to 49 people on the screen at once
  - Free option allows for meetings up to one hour
  - Paid option allows for meets up to 24 hours and provides cloud recording of the meeting
  - Can set a meeting password for security
  - Check to see if your school has a partnership with Zoom

- **Google Hangouts**

  - Group video chatting associated with the Google Suite
  - Can have up to 150 participants, 25 participants on video
  - Free and no time limits